



(19)

(11) Publication number: 08163538 A

Generated Document.

08163538 A

PATENT ABSTRACTS OF JAPAN(21) Application number: **06332017**(51) Intl. Cl.: **H04N 7/173 H04H 1/08 H04**(22) Application date: **12.12.94**

(30) Priority:

(43) Date of application
publication: **21.06.96**(84) Designated contracting
states:(71) Applicant: **SONY CORP**(72) Inventor: **YOSHINOBU HITOSHI**

(74) Representative:

**(54) TWO-WAY
BROADCAST SYSTEM AND
RECEIVER FOR TWO-WAY
BROADCAST**

(57) Abstract:

PURPOSE: To attain audience rate with high accuracy quickly by receiving multiple broadcast including return destination information and sending a channel selection history to a reply destination in response to a transmission trigger.

CONSTITUTION: A receiver system 20 of a TV system receiving multiple broadcast including reply information destination from a system 10 of a broadcast station and having an adaptor 22 and a TV receiver 21 or the like separates and decodes reply destination information and a telephone set 24 is connected to the system 10 via a telephone line 31 via a telephone set system 30. Then a channel selection history collected by the reply of each system 20 is sent via a line 31 to the system 10 in response

to the transmission trigger of a channel selection history transmission request from the system 10. Thus, an audience rate is made by the broadcast station with high accuracy quickly.

COPYRIGHT: (C)1996,JPO

